Exploitation Suggestions with Cast and Synopsis

Peter The Great a Big Box-office Drawing Card and Backed up by an Equally Strong Box-office Picture

"Peter the Great" is a name which looms large in human history. It will survive in film history as the name of the most human-like dog-the greatest dog-that ever displayed its skill in a film drama.

Film fans throughout the world know and love Peter the Great. Through the pictures in which he has appeared in the past, he has become a symbol of loyalty, nobility, heroic exploits and gratitude-qualities in which the silent friends of man surpass their masters.

"Wild Justice" is a drama in which all humanity is summoned to witness with tender emotion one of the most beautiful stories of dog devotion ever told.

Nothing, except perhaps the love of a mother or sweetheart can be termed finer

The public can never tire of reading stories on this subject, in spite of all that has been written, nor will it tire of seeing them on the screen.

"Wild Justice" is a throbbing story, with red-blooded human characters, strug-

gling against the forces of the wild North country and human avarice. Dominating the fate of these characters, like the force of avenging destiny, is

the greatest dog star on the screen. It is a picture which exhibitors can offer to their patrons with the secure con-

viction that their word-of-mouth commendation to their friends will prove the strongest pulling force for their box office that could be devised.

'WILD JUSTICE" is a box office picture.

Behind this production is the ability and business acumen of its producer, John W. Considine, Jr., son of one of America's greatest showmen.

The producer of "Wild Justice" is versed in every phase of the photoplay industry, through his years of experience as production manager for an organization second in strength and position to none in the producing field.

After careful study, he selected "Wild Justice" as the picture among all others considered which would most readily win the favor of the exhibitor and his all important film public.

Directing "Wild Justice" was Chester M. Franklin, who directed Peter the Great in "The Silent Accuser" and has won high eminence for his skill in the difficult field of dog pictures.

Chester M. Franklin rates "Wild Justice" among his biggest screen accomplishments. "It has turned out to be the finest dog picture I have directed," says Franklin.

The purpose of this exploitation sheet is to supply the exhibitor with material to supplement the advertising he will get through the praise of his patrons. Proper application and development of the ideas herein set forth will help the exhibitor extract the utmost of returns from this splendid, vigorous-action drama.

Special "Kindness to Dogs' Week"

A novel twist to such a stunt, which would bring newspaper publicity and might serve to gain legal recognition, could be staged as follows:

Send a small girl with a trained police dog before your city council or mayor, while in session. The dog should carry a petition to offer to the chief official, which should read as follows:

"To the Honorable (Name to whom addressed),

On behalf of the children of the city, out of our love for the best friend of children and grownups-the dog-this petition asks that you designate the as Be Kind To Dogs Week. By showing our love for these creatures whose devotion passes only with their lives, let us set an example in this one week which shall be an inspiration for all the remaining weeks of the year.

(Signed) The Kiddies of

Drawing Contest

Offer a prize of tickets or other reward through a newspaper for best replica of a head of Peter the Great. The contest could be plain pencil sketch, or in crayon. The newspaper might promise to reprint the winning sketch in its rotogravure section, should it have such a section.

Chester M. Franklin productions are well known to the public. Besides "The Silent Accuser," he achieved another box office triumph in directing the dog feature, "Where The North Begins," featuring Rin-Tin-Tin. A lobby card which would carry significance is the plain printed endorsement, prominently displayed, as follows:

"WILD JUSTICE" is the greatest dog picture I have ever directed.

"CHESTER M. FRANKLIN"

(Signed in enlarged facsimile of his signature)

Story Contest

Through a local newspaper offer, a Peter the Great prize trophy for the best

true or fictional anecdote about a dog. People are as fond of relating the cute pranks of their dogs as their babies, and they make very interesting reading.

Stress the fact that dogs can be almost human in their wisdom just as Peter the Great is in "Wild Justice." In some cities, it would be possible to arrange for photographs of the writers and their dogs to appear with their stories.

Billing, Cast and Synopsis John W. Considine, Jr. SEP 10 1925

PETER THE GREAT

"WILD JUSTICE"

C. Gardner Sullivan

A CHESTER M. FRANKLIN PRODUCTION Photography by Ray Binger; Art Direction by Fred Gabourie; Film Editor, Hal C. Kern Released by United Artists Corporation

THE CAST

Arno PETER THE GREAT
Dr. Dave Wright George Sherwood
Bob Blake Frank Hagney
Polly Ann Hadley Frances Teague

SYNOPSIS

Thrilling action coupled with a remarkably human story of life and love in the snows of the lonely North country marks "Wild Justice," the new John W. Considine, Jr., production, starring Peter The Great, the new marvel dog of the acreen.

Considine, Jr., production, starring Peter The Great, the new marvel dog of the screen.

The story opens as an old man lies in an isolated cabin. A blizzard screams over the mountains. Beside the body crouches Arno, a giant dog. A tiny tell-tale hole in the window pane shows where a murderer's bullet has entered. Young Dr. Dave Wright, passing on an errand of mercy, discovers the murder and recovers the bullet. Likewise he quarrels with Bob Blake, an unscrupulous backwoodsman who seizes all of the dead man's property in payment of an alleged debt. But Arno repudiates the new master and Blake, furious at the dog, gives him to the doctor.

A week later, fighting through another blizzard, a sled is wrecked and the guide injured. A young girl, the passenger, falls into the clutches of Blake and is rescued by Arno, the dog, and the young doctor. It develops she is the niece of the murdered man, and was coming to join him.

Blake spreads the report that the doctor is harboring a vicious dog, and the settlers band to exterminate him. Blake wounds him but he manages to drag himself back to the physician's cabin and is nursed to health. The doctor recovers the bullet, discovers it is identical with the one which killed the girl's uncle, and realizes that Blake was the murderer!

As the doctor and the girl prepare to use this information, Blake is warned by a spy. He calls the Vigilantes together, convinces them the doctor himself killed the old man, and the angry settlers besiege the doctor's cabin. As was the custom of the times, they wear masks. Arno is sent for help, but is trapped by Blake, lashed in a cance and set adrift in turbulent rapids above a mighty waterfall. After tense minutes he manages to fight free and starts back to the cabin.

Blake and the doctor have staged a desperate hand-to-hand fight. Over-

waterfall. After tense minutes he manages to fight free and starts back to the cabin.

Blake and the doctor have staged a desperate hand-to-hand fight. Overpowered and fearing death, Blake confesses the murder. The sheriff places him under arrest but Blake outwits the officer, leaps through a window, takes a mask from an ally and joins the posse. Waiting an opportune moment he steals away and rides for the border and safety.

Arno, returning from his struggle in the canoe, picks up Blake's trail. The man forces his horse into a deep ravine. It is crippled. He continues his flight on foot.

Arno comes upon him as he nears the brink of a precipice. They fight. Hundreds of feet below, the spires of lofty pines stand out like bayonets, and at their feet are jagged boulders. After one of the most terrific struggles ever filmed, the dog forces Blake over the brink and he plunges to his death.

Happiness and contentment come to Arno, the doctor and the girl. Arno is an interested spectator at their wedding, and a guest of honor at the marriage feast.

"Trick Dog" Ballyhoo

It is easy to attract notice or draw a crowd with a performing dog. It should be a simple matter to find in your locality a dog whose antics would be sufficiently clever or amusing to draw crowds to your lobby-and thus arrested, the crowd could be drawn by proper lobby displays and showmanship to step up to the box office and pay. The trick dog could also be used for a street ballyhoo or, during the day in the window of a store in which signs could draw attention to the fact that "Wild Justice," starring Peter the Great-world's greatest dog-is at your theatre.

Lucky Number Contest

This is suggested as a tie-up with a department store having a dog supply department. Arrange with the store for a Peter the Great lucky ticket contest. The store should announce in its advertising that in honor of Peter the Great, the world's greatest dog showing that week at your theatre, all callers at its dog supply counter will be given tickets for a lucky draw, first prize to be a puppy dog, and tickets

to "Wild Justice" for other winners.

The prize puppy could be on display in the store window, with posters calling attention to the playing of "Wild Justice" at your theatre, and surrounded by pictures of Peter the Great and an attractive display of dog accessories. The store might be willing to bear the cost of the prize puppy, or this cost could be shared.

Every boy who owns a dog thinks his pet is the cock of the walk. The young boy delights in proving that anything belonging to him is better than any other fellows. A contest to be held in the theatre, with a prize to the boy whose dog can do the smartest tricks, etc., would be an excellent feature for such a picture as "Wild Justice." Newspapers would readily print a picture of the winning dog and his master, with an account of the contest.

Word Building Contest

Offer a prize of tickets to the family that can send in the greatest number of words formed from the name of Peter the Great.

Advance Publicity and One and Two Col. Scene Cuts

THREE READERS FOR **ADVANCE PUBLICITY**

For Use Any Time Prior To The Opening of The Engagement

Peter The Great, the new marvel dog of the screen, comes to the theatre on..... ...in his latest thrilling starring picture, "Wild Justice."

Filmed in the lonely snow country of the High Sierras, "Wild Justice" presents a rapid succession of exciting events against the majestic background of the snow-clad hills.

The story revolves around a mysterious murder, and presents Peter The Great in an almost-human role. The great dog performs miracles of athletic prowess

performs miracles of athletic prowess and demonstrates amazing intelligence.
"Wild Justice" is a John W. Considine, Jr., production for United Artists Corporation. It was directed by Chester M. Franklin, remembered for his splendid work in other pictures with dog stars. The unusually well-balanced supporting cast is headed by George Sherwood, Frances Teague and Frank Hagney.

Is it warm enough for you?
Would you like to put on your bathing suit and plunge head-first into a thirty-foot snowbank?

Then you ought to see "Wild Justice," which opens at the theatre on for a day

Starring Peter The Great, the new marvel dog of the screen, the picture tells a dramatic tale of life, love and adven-ture in the snow-clad forests of the lonely North country, and weaves a thrilling pattern of intrigue and breath-taking ac-tion against the majestic beauty of the

everlasting snows.

Centered around a mysterious murder, the action moves swiftly and is enlivened by hand-to-hand battles in which the great dog, Peter The Great, plays a dramatic part

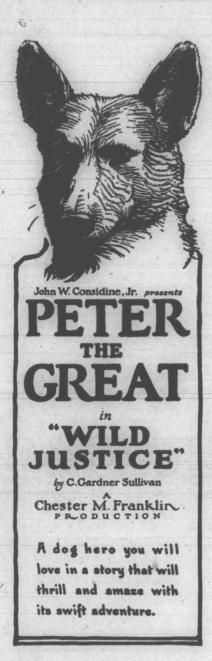
"Wild Justice" is the new John W. Considine, Jr., production for United Artists Corporation. It was directed by Chester M. Franklin, who has achieved marked success with virtually every dog star of the screen, and the strong sup-porting cast is headed by George Sher-wood, Frances Teague and Frank Hag-

The latest and greatest of those amazing police dog pictures comes to the theatre on theatre of the lonely snow-clad North country. It stars Peter The Great, the largest police dog on the screen and generally reputed to be unexcelled in intelligence. This new romance of the snows unfolds an exciting drama woven around a mysterious murder. Peter The Great has unrivaled opportunity to display his remarkable athletic ability and his almost uncanny understanding of human emotions.

It is worthy of note that in "Wild Justice" the dog star was directed by Chester M. Franklin, who has made some of the most successful dog pictures thus far presented. The supporting cast is equally worthy of note, being headed by such players as George Sherwood, Frances Teague and Frank Hagney. The ces Teague and Frank Hagney. The picture is a John W. Considine, Jr., production for United Artists Corporation.

It is certain that "Wild Justice" will present a splendid entertainment for all

dog lovers—and their name is legion— between the ages of six and sixty-six.



ALD16-1-One column scene cut (coarse screen) for newspaper use. Price 30 cents. Mats 10 cents.

PUBLICITY SYNOPSIS OF "WILD JUSTICE"

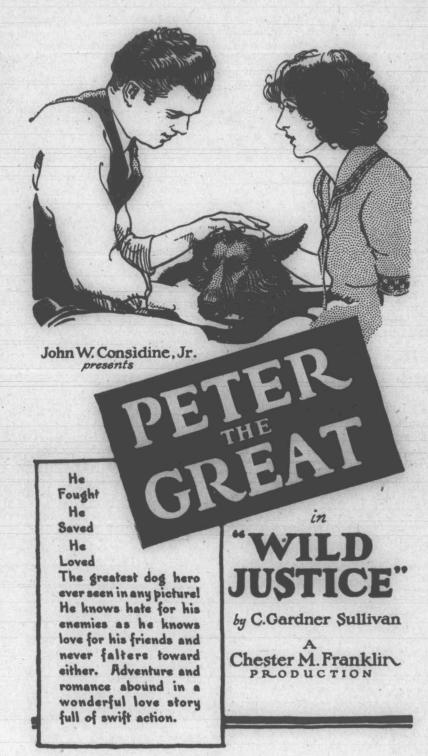
To Be Used For Newspaper, Theatre Program or House Organ

Left alone by his master's murder, Arno, a giant police dog, is claimed by Bob Blake, unscrupulous settler of the

Bob Blake, unscrupulous settler of the lonely North country. He is rescued from beatings by Dr. Dave Wright, and finds a home and happiness.

Polly Ann Hadley, niece of the murdered man, falls into Blake's clutches and is rescued by Arno and the doctor. Blake organizes a posse to kill the dog. A bullet from Blake's gun wounds him. The doctor discovers that the bullet which wounded the dog and the bullet. which wounded the dog and the bullet which murdered the girl's uncle are the

They know Blake was the slayer. Blake, warned by a spy, summons the Vigilantes and convinces them the doctor



ALD16-2-Two column scene cut (coarse screen) for newspaper use. Price 50 cents.

himself is guilty. Masked, they surround the cabin. Blake and the doctor fight and at the end Blake confesses his guilt. Before he can be bound, however, he leaps from the house, seizes a mask,

joins the posse and later rides for the border and safety.

Arno, returning from a wild encounter with the rapids of a mountain stream, follows Blake. They fight on the edge of a precipice, and after one of the most thrilling struggles ever filmed. thrilling struggles ever filmed, Arno forces the man over the brink to his death.

The story was directed by Chester M. Franklin. The supporting cast is headed by George Sherwood, Frances Teague and Frank Hagney. "Wild Justice" is a John W. Considine, Jr., production for United Artists Corporation release.

Choice cuts of venison provided a novel diet for Peter The Great, giant police dog star, during the filming of "Wild Justice," his new starring production made by John W. Considine, Jr., for United Artists Corporation.

Weeks of isolation in rude huts in the wild snow country of the High Sie were necessary for the company which filmed "Wild Justice," the new John W. Considine, Jr., production for United Artists Corporation, starring Peter The Great, giant police dog.

A Smashing 3 Col. Ad Cut That Will Pay

EXCEPTIONAL CAST FOR "WILD JUSTICE"

Players Supporting Peter The Great Chosen With Great Care By New Producer

...under a

less than eighteen months ago reached Hollywood to enter motion pictures.

From the first his success was marked. After mastering the "mechanics" of motion picture acting he rapidly achieved leading roles in several productions. His work in "Wild Justice" is believed to be the best of his career, and as a result of his selection by Mr. Considine he is expected to forge rapidly to the top.

Frances Teague, the leading feminine player, was attending a finishing school near Chicago when she had her first taste of theatrical work and decided to become a professional actress. Given the starring role in the annual school play, she achieved such marked success that her teachers advised her to study dramatic acting. She did, and is rapidly becoming prominent in motion pictures.

Frank Hagney was for several years a successful stage performer before turning his talents to the screen. Like Miss

Frank Hagney was for several years a successful stage performer before turning his talents to the screen. Like Miss Teague, he began his professional career in Chicago, and later played leading roles in stage productions in Boston, Philadelphia, New York and elsewhere. In Hagney, Mr. Considine considers he discovered the ideal "Bob Blake" of the story. Supporting characters were chosen with equal care, and the list of performers includes such names as Lou Morrison, remembered for his work with Constance Talmadge, and others.

Direction of "Wild Justice" was entrusted to Chester M. Franklin, who is a lover of dogs and a student of their moods. He has directed other dog stars of the screen and has lately become known as a "wizard" in handling these temperamental canine actors.

As an indication of polished technical work, the "crew" included Cinematographer Ray Binger, Art Director Fred Gabourie and Film Editor Hal C. Kern, who edits virtually all of the productions of Norma and Constance Talmadge.

Although "Wild Justice" was Considine's first independent production, it has won an enviable place on the schedule of

dine's first independent production, it has won an enviable place on the schedule of the United Artists Corporation.

FILM COMPANY LOST TEN DAYS IN SNOW

Famous Dog Star And Supporting Players Caught In Bli In High Sierras

Isolated by a blizzard, a motion picture company was lost to the world for ten days during the filming of "Wild Justice," the new John W. Considine, Jr., production for United Artists Corporation, starring the screen's new marvel

John W. Considine, Jr. presents PETER GREAT JUSTICE by C. Gardner Sullivan Chester M. Franklin PRODUCTION Love and Hate Ruled this dog's life - love for his friends, hate for his enemies - and never did he falter in his lavish devotion or punishing vengeance. The Greatest Dog Hero Ever seen in any photoplay. His intelligence will amaze, his bravery awe, his splendid beauty charm, his great strength and fearlessness startle you. A Tender Love Story

ALD16—3—Three Column Scene Cut (coarse screen) for newspaper use.

Price 75 cents. Mats 20 cents.

dog, Peter The Great, and coming next ...to the theatre.

Late in March the company, headed by Director Chester M. Franklin, mushed into the wilderness of the High Sierras and established headquarters in rude huts more than a hundred miles from a rail-

Filming of the picture began at once, but was barely under way when a blizzard swooped down out of the North and for a week held the lonely region

in a grip of ice.

Twice during the week guides attempted to force their way to the railroad base and were driven back by the storm. The company went on forced rations to conserve the food supply, and all motion

picture activity was suspended.

The blizzard blew itself out on the sixth day, and four days later the first dog team came fighting its way through from the railroad with fresh supplies.

Conditions paralleling any motion pic-

ture "thriller" were encountered during the location trip. The company was in camp more than a month before scenes were successfully completed.
"Wild Justice," with Peter The Great

as star, is the first independent produc-tion of Mr. Considine and has won a tion of Mr. Considine and has won a coveted place as a featured attraction on the United Artists Corporation schedule. Supporting Peter The Great is a well-balanced cast headed by George Sherwood, Frances Teague and Frank Hagney.

One and Two Column Cuts on Peter The Great Publicity

NEW FILM PRODUCER PRESENTS DOG STAR

John W. Considine, Jr., Has Peter The Great For First Cinema Offering

A new screen magnate has flashed into the motion picture firmament with the presentation of "Wild Justice," the new United Artists Corporation release, starring Peter The Great, the new marvel dog of the films, and coming next......theatre. to the ..

"Wild Justice" marks the producing debut of John W. Considine, Jr., scion of an internationally known theatrical family and himself a long-time student of motion picture conditions.

Considine's father was a founder of the Sullivan and Considine vaudeville circuit, for many years recognized as one of the leading organizations of its kind. Actors who had played "Sullivan and Considine time" had something to boast

Young Considine was reared in a the-atrical atmosphere and early became fa-miliar with the intricate problems of pro-ducing stage plays.

While attending Yale he definitely de-cided to follow his father's footsteps and embark on a theatrical career. His first step after graduation was to become asembark on a theatrical career. His first step after graduation was to become associated with Joseph M. Schenck, producer of the photoplays of Norma and Constance Talmadge, and recognized as one of the outstanding leaders in the motion picture world.

Within a year Considine had shown such marked ability that he was appointed general manager of the Norma and Constance Talmadge productions, and many of their greatest successes were made under his direct supervision.

In "Wild Justice," he takes his first step into an independent production ca-

step into an independent production career. He decided to produce the picture when the marvelous talents of the dog, Peter The Great, were brought to his attention. One of his first moves was to engage as a director Chester M. Franklin, whose astonishing success with other dog stars of the screen has made him known as a "wizard" with these temperamental actors. peramental actors.

peramental actors.

For many weeks the company lived in rude shacks in the lonely snow country of the High Sierras, filming scenes with the rugged beauty of the mountains forming a majestic background.

"Wild Justice" is a stirring drama of life and love in the storm-swept North country, in which the great dog, Peter The Great, performs marvels of human understanding and athletic prowess.

The supporting cast, unusually well-

The supporting cast, unusually well-balanced, is headed by George Sherwood, Frances Teague and Frank Hagney. It is noteworthy that Considine's first independent production has won an enviable place on the releasing program of United Artists Corporation.

Cut off from civilization by a screaming blizzard, almost pioneering hardships were encountered by the company which filmed "Wild Justice," the new Peter The Great starring production made by John W. Considine, Jr., for United Artists Corporation.

Chester M. Franklin, rapidly becoming known as the "wizard director" of canine screen stars, has created a new master-piece in "Wild Justice," the John W. Considine, Jr., production for United Artists Corporation, starring the screen's new marvel dog, Peter The Great.



PETER THE GREAT WILD JUSTICE"

AL16-1—One column scene cut (coarse screen)
for newspaper use. Price 30 cents.
Mats 10 cents

PETER THE GREAT **WONDER FILM DOG**

Star In "Wild Justice" Specially Trained For Work In Motion Pictures

Not that it matters very much to him,

Of all the dogs which have achieved prominence in motion pictures, Peter The Great lays claim to possessing the greatest aristocratic lineage.

From the time of his birth in a tiny village in Germany, three years after the war, Peter was marked for distinction. His mother was an aristocrat, and his father was at one time a prized member of the Imperial kennels. His family tree is more than twenty generations high.

The puppy's training begun almost as soon as he had accustomed himself to the strange world, was made comparatively easy because of his lineage. He adapted himself readily to the obedience which every police dog learns, and before he was a year old he could understand instructions and his eagerness to obey was

structions and his eagerness to obey was beginning to be manifested. When less than two years old, Peter The Great was brought to America when his masters, Edward and Arliss Faust, decided to become citizens of the United States. His training was continued, even on shipboard, and at the end of the long travel he found himself installed as unquestioned ruler of the police dog kennels which the Faust brothers founded in California.

Almost immediately he came to the notice of motion picture producers, and for weeks was watched and studied by these astute financiers. Satisfied that he was without a peer, they signed him for a number of pictures which were successful from the first.

Now, at the age of four, Peter The Great has become the starring actor of John W. Considine, Jr., whose initial production, "Wild Justice," presents the gallant animal in his most thrilling role. In "Wild Justice" he is supported by

an exceptionally well-balanced cast headed by George Sherwood, Frances Teague and Frank Hagney. Chester M. Frank-lin, the director, has made a number of successful pictures with dog stars, and



A new star has risen in the cinema sky. He's a dog star, and his name is Peter the Great. His latest appearance is in a thrilling and intensely gripping story of the Northland, "Wild Justice," a Chester M. Franklin production being released by United Artists Corporation. Movie fans will recall that Mr. Franklin has made more dog screen stars than almost any other man. Peter the Great is said to be a marvel of intelligence, especially trained for motion picture work, and to have been selected for this purpose because of an almost uncanny ability to register elemental emotions—or whatever it is a dog registers to show his loves and his hatreds; his vengeance or his loyalty. Peter is a great grandson of the famous Alex von Westfalenheim, Germany's greatest police dog, the blood of which is found in champions of all police dog classes.

AL16—2—Two column scene cut (coarse screen) for newspaper use. Price 50 cents. Mats 10 cents.

DOG LEARNS ENGLISH IN 32 WEEK COURSE

Peter The Great, Noted Film Star, Now Knows Two Languages Perfectly

He went through high school in thirty-two weeks and graduated at the age of three years and eight months!

No, you're right; he wasn't human! He is Peter The Great, giant German shepherd dog.

When he came to America in 1923, Peter The Great understood the German language perfectly, but he didn't know a word of English. Almost at once he was marked for distinction as a motion picture star, but before it was possible for him to begin work he had to be educated

in English.

Under the tutelage of one of the best known dog trainers of America, Peter began his education. One of the first words he learned was "gun." After that came "arm" and "bite." With this beginning he made rapid progress, and at the end of thirty-two weeks he was able to understand anything said in English.

It was then that he was given a contract to star in "Wild Justice," the new John W. Considine, Jr., production for United Artists Corporation. The picture was completed after the company spent weeks in the lonely snow country of the High Sierras, where masterpieces of mountain scenery formed a vast background for the dog's spirited action.

Directed by Chester M. Franklin, Peter The Great performs miracles of mental and physical activity in this new photoplay. Feats never before attempted were accomplished by the dog with apparently little effort. He has a splendid human supporting cast headed by George Sherwood, Frances Teague and Frank Hagney.
"Wild Justice," which comes next

.....to the theatre, was so highly considered that it was given a featured place on the re-leasing program of United Artists Corporation, the organization which handles the photoplays of Mary Pickford, Charles Chaplin, Douglas Fairbanks, D. W. Griffith, Rudolph Valentino and William S. Hart.

Feature Stories on Peter The Great and 3 col. scene cut

DOG PICTURE STAR HAS LONG PEDIGREE

Peter The Great's Lineage Can Be Traced Back For Twenty Generations

Can you trace your family history back through twenty generations?

Probably not. For most humans, such a family tree would have its inception in the days of Christopher Columbus.

But Peter The Great, if he possessed the gift of speech, could tell you the

the gift of speech, could tell you the names of his father and mother twenty generations removed!

He could tell you how tall they were, who owned them, and the color of their eyes and hair. He could give the dates of their births and the dates of their deaths, and how many children they had.

With such a family background, Peter The Great is rightfully entitled to claim the most aristocratic lineage of any of the dog stars of the motion picture screen. His pedigree covers fourteen sheets of

His pedigree covers fourteen sheets of

"The police dog of Germany is probably the most pedigreed dog on earth," said Edward Faust, one of the owners of the remarkable animal. "There are older breeds, but few who have received such marked attention from their inception.

"The name 'police dog' is misleading. It began only a few years ago when the police of Germany discovered the remarkable ability of these animals and began to train them in the work of detecting

crime.

"Originally, the dog was known as the German shepherd. It was specifically trained to guard sheep, and because of its size and bravery formed a valuable ally to the human shepherds, fighting valiantly against wolves.

"Close association with the shepherds probably developed the dog's brain so that gradually it became almost human in its ability to understand commands.

"As the breed increased it achieved some distinction as a watch dog, and sometimes numbers of these dogs were kept by the German barons to protect their property.

their property.

"Only a few years ago it became recognized by the German police, and great numbers of the dogs were rapidly purchased by the civil police and trained in detecting crime. Their uncanny ability to follow a trail, coupled with their almost human powers of understanding and their great size and strength, made them a valuable ally to the police. Thousands of these dogs are now used in police work.

work.

"But the dog itself is gentle and a delightful pet. There is not a trace of savagery in its nature, except as manifested in protecting lives and property of its accepted masters. With the master, the dog becomes as playful as a child. Its devotion is so great that hundreds are billed every year in protecting their maskilled every year in protecting their mas-

North country, and abounds in the lollery
North country, and abounds in thrills
and breath-taking action. Peter himself
performs miracles of athletic prowess.
Directed by Chester M. Franklin for
United Artists Corporation release, "Wild
Justice" boasts an extremely well-balanced cast of supporting players, including George Sherwood, Frances Teague, Frank Hagney and others.



Ascene in WILD JUSTICE" featuring PETER THE GREAT, the famous dog actor.

AL16—3—Three column scene cut for newspaper publicity purposes
Price 75 cents. Mats 20 cents.

PETER THE GREAT **NEVER WHIPPED**

Kindness Only Method In Training Famous Police Dog For Motion Picture Work

If you want perfect obedience from your dog, train him with kindness.

The advice comes from Chester M. Franklin, motion picture director and owner of several pedigreed police dogs.

"Kindness gets spontaneous, happy obedience from a dog," Franklin says. "Beating breaks his spirit. He may obey, but he does it sullenly and you lose the perfect friendship which a dog can give."

theatre.

"I have never seen a more willing dog than Peter The Great," said Franklin, "nor one with greater understanding. He comprehends every word uttered, and his obedience is immediate and eager. In all the weeks in which the picture was in the making, Peter never once failed to obey a command or faltered because of imperfect comprehension."

imperfect comprehension."

This eagerness to obey is the result of raining with kindness, according to Ed-training with kindness, according to Ed-ward and Arliss Faust, joint owners of Peter The Great. The dog has never been abused, his only punishment being a severe "talking-to" which he apparently understands and which leaves him meek

understands and which leaves him meek and eager to obey succeeding orders.

His ability was tested to the utmost during the making of "Wild Justice."

The story is a thrilling drama of life and love in the lonely North country. Supporting Peter The Great is an exceptionally well-belanced coat beside. ceptionally well-balanced cast headed by George Sherwood, Frances Teague and Frank Hagney.

FAMOUS DOG STAR RULED BY KINDNESS

He's four years old and he never had a spanking!

Not many four-year-olds can make a similar boast, but Peter The Great just takes it for granted.

From the time he has been old enough to understand, all his chastisements have been verbal—and they hurt him more than any amount of spankings.

Peter The Great is the new marvel dog

of the motion picture screen. He is the largest of any of the canine stars, and experts have given him the highest possible ranking in intelligence. He understands two languages and obeys implications are started to the canine stars, and experts have given him the highest possible ranking in intelligence.

itly.

Kindness has ruled Peter from his birth. No man has ever touched him with a whip, even in play. He has been carefully taught that obedience wins reward, and that disobedience wins re-ward, and that disobedience results in making his master feel badly. His pun-ishment is a severe "talking-to," and in-evitably he shows his penitence both in downcast spirit and in an eagerness to obey thereafter.

....theatre. times during the filming of the picture he risked his life without faltering— merely because he has learned that obedi-

ence to orders can never hurt him.

In Chester M. Franklin, the director,
Peter found a new and charming master. Franklin himself owns several prize-winning German police dogs and is a student of animal moods. He directed Peter in a conversational tone such as he would have used with human actors, and never once did the great dog fail to understand and obey.

DOG LEARNS ENGLISH **FOR PICTURE WORK**

Peter The Great Went Through Long Course Before He Could Understand

He understood two languages when barely four years old!

He is Peter The Great, celebrated dog star whose latest production is "Wild Justice," made by John W. Considine, Jr., for United Artists Corporation and ...at the booked for next..... ...theatre.

Peter The Great was born in Germany. His parents were titled members of dogdom aristocracy, and his family tree goes back twenty generations. He was reared in Germany and taught to understand the German tongue. In 1923, when he came to America, he

was selected for motion picture promi-nence—but he did not understand the English language and no director could found who was able to direct him in German.
So for thirty-two weeks Peter The

Great went through an intensive course of training similar to the methods used in training "high school" horses, and at the end of that time he was able to understand everything said in English.

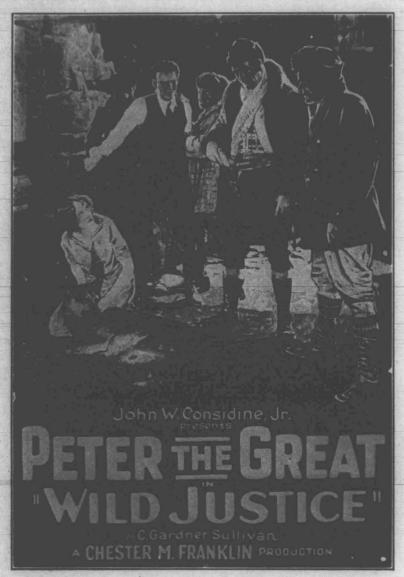
Strangest of all, it was discovered that

while learning English he had not forgotten German, and still was able to take direction in either tongue!

However, only English was spoken during the filming of "Wild Justice."

Director Chester M. Franklin directed his dog star just as he directed George Sherwood, Frances Teague, Frank Hag-ney and others of the human supporting cast. He reported that Peter never failed to understand and obey.

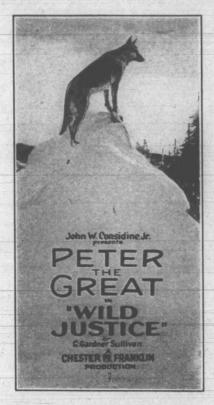
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Beautiful Hand Colored Lobby Display



Special Feature Stories and Two Reviews

Never Feed Sweets, Says Film Dog Star's Trainer

Peter The Great, Famous Police Dog, Specially Trained for Motion Picture Work, Never Has Tasted Sugar or Candy—Is Featured in John W. Considine's "Wild Justice"

If you want to keep your dog mentally and physically healthy, don't feed him

The admonition comes from Edward and Arliss Faust, joint owners of the new marvel dog of the photoplay screen, Peter The Great.

In all his life, Peter The Great has never tasted candy. He has only received such quantities of sugar as manufacturers

of prepared dog foods put into their prod-uct. Sugar, as such, is unknown to him.

"If Peter had eaten any quantity of candy he would never have been able to perform the marvelous leaps he made in 'Wild Justice' and others of his starring pictures," said Edward Faust, who is regarded as an authority on canine matters and is master of a prominent California training school for police dogs.

"Sugar not only tends to fatten a dog and make him heavier and clumsier," said

Faust, "but also softens the fibre of his muscles and dulls the sharpness of his brain. A dog accustomed to sweets is never athletic, and cannot be trained to understand instructions and obey.'

Peter The Great has a diet as strict and unrelenting as any prescribed by a physician for human ills. He is fed only once a day—in the evening. Every third day he gets two and a half pounds of meat, usually beef or veal. On other days he is fed a gruel preparation of ground meat, carrots, mashed hard biscuits and a

very small amount of cod liver oil.

Potatoes, fresh bread, rice and all starchy foods are banned from his diet, and the quantity of meat is regulated by the weather. In summer he gets less meat and more gruel; in winter vice versa. He never gets pork, ham, or any

fatty meat.

"In my opinion diet has much to do with a dog's fitness," Faust said. "It is true, of course, that a dog must be exercised regularly and plentifully in order to keep in condition, but exercise alone is useless unless he is eating the right things.

"From the time he was a puppy, Peter's needs have been carefully watched and studied. No baby ever received more exacting care. It is due to this fact that

exacting care. It is due to this fact that he is able to perform the feats of strength and prowess which startle and amaze those who see him on the screen."

When the John W. Considine, Jr., company moved into the isolated snow country of the High Sierras to film some of the most thrilling scenes for "Wild Justice," the problem of fresh meat for the dog star was considered. One man, native to the region, was employed to act native to the region, was employed to act as hunter for the company and keep the camp in fresh meat. The choicest cuts of venison were always prepared for Peter The Great.

"Wild Justice" presents the new marvel dog in one of his most tremendously exciting roles. As a mute agent for the cause of justice, Peter struggles valiantly against many odds and finally is instrumental in bringing happiness to the humans whom he loves.

A well belanced supporting cast are

A well balanced supporting cast appears with the dog. George Sherwood plays a romantic young backwoods doctor; Frances Teague is the girl with whom he falls in love, and Frank Hagney is the villain. "Wild Justice," the first independent production of John W. first independent production of John W. Considine, Jr., is a featured release on United Artists Corporation schedule, and comes to the Theatre next, as the special

Wins The Honors In "Wild Justice." Full Of Dramatic Action And Thrills

PETER THE GREAT

(Review No. 1) (Review No. 1)

For sheer dramatic acting coupled with spine-tingling thrills, it is probably safe to assume that no recent picture can be compared with "Wild Justice," the new starring production of the great police dog, Peter The Great.

"Wild Justice" opened at the the starring the starring opened at the starring through the starring throug

A REAL DOG STAR

run. It completely captivated a record first-night audience, with every indica-tion that it will set new box-office figures before the end of the run.

Peter The Great ably carries away the honors. In "Wild Justice" he performs feats of athletic prowess that are wellnigh miraculous, and frequently displays almost human understanding. It is essentially a dog story, and as such will delight all the myriads who love dogs, and are the recipients of their friendship.

and are the recipients of their friendship.

Peter The Great, while one of the new canine stars of the screen, certainly has no peer in his field. He is the largest of the police dog celebrities, and apparently has been schooled until his training is a thing at which to marvel.

In "Wild Justice," he has able human support. George Sherwood, as the young doctor-hero of the play, displays remarkable talent. Frances Teague combines striking beauty with real dramatic ability. Frank Hagney is ideally cast as the despicable "Bob Blake."

It is noteworthy that the direction was

It is noteworthy that the direction was by Chester M. Franklin, whose name has adorned some of the most successful pictures with dog stars. In Peter The Great

"Wild Justice" is the production of John W. Considine, Jr. It marks the producing debut of the son of the famous Considine whose name was for many years a symbol of excellence in variousille. years a symbol of excellence in vaudeville and legitimate stage productions. It is interesting to note that young Considine's first picture has been deemed worthy of a featured place on the releasing schedule of United Artists Corporation.

FAMOUS POLICE DOG FEATURED IN FILM

Peter The Great Easily The Star In "Wild Justice," A Thrilling Picture

(Review No. 2) If you want to forget how hot it is, don't fail to see "Wild Justice," the new starring production of the police dog Peter The Great, which opened yesterday ...theatre for a at the

Snow-whole mountains of snow-is piled up on the screen for a background, and much of the action takes place in a howling blizzard. They could turn off the fans and the theatre would still seem

To say that the work of Peter The Great is amazing—well, that's putting it mildly. Perhaps never in the history of

\$100,000 INSURANCE ON MOVIE DOG STAR

Peter The Great Called A 100 Per Cent Animal By Noted Canine Expert

One hundred thousand dollars worth of dog!

It sounds almost impossible, doesn't it? Yet that was the valuation placed upon Peter The Great, giant German shepherd dog and the screen's new canine marvel, by John W. Considine, Jr.

Just before beginning work of "Wild Justice," his initial independent photoplay production, Mr. Considine placed Peter under the care of one of the greatest dog authorities in the country. For a week the great dog was observed and studied, and at the end of that time the expert made the following report:

"I am unable definitely to gauge the

market value of Peter The Great. He is so decisively superior to any other dog of the kind I have studied, that there is no basis for comparison. In beauty of form and features he is without an equal, and I have never studied a dog with such well developed mentality. "I have tried him with every test ever

conceived for determining the mentality of a dog, and he passed without once faltering. In addition to the regular faltering. In addition to the regular tests, I devised some tests of my own which, so far as I am aware, have never before been tried on a dog. In all of these, also, Peter The Great passed with a mark of 100.

"Apparently here is a dog which understands two languages—English and German—perfectly. I gave him direc-

German—perfectly. I gave him directions in involved rhetoric, and he under-In a week of intensive effort, I was unable to discover any test which baffled him."

Upon the basis of this report, Producer Considine applied for and received insurance to the amount of \$100,000, protecting him against the loss of or injury to Peter The Great. This is believed to be the greatest amount of insurance ever granted for a dog.
In "Wild Justice," which has been

booked as the feature attraction for next

theatre, Peter performs some miracles of understanding and action. In one scene he leaps to the roof of a one-story house in a single bound, and in other scenes he displays a degree of human understand-

ing never before equalled.

An exceptionally strong human cast supports Peter The Great in this new picture. George Sherwood, Frances Teague, Frank Hagney and others appear in the list of players. Direction was in in the list of players. Direction was in the hands of Chester M. Franklin, who has directed all of the noted dog stars of the screen. "Wild Justice" has won the distinction of being a featured release on the United Artists Corporation

John W. Considine, Jr., Gives His Answer To Oft-Repeated Query—"What Chance?" The screen will find new faces—but it will find them right in Hollywood.

This is the answer of John W. Considine, Jr., new United Artists Corpora-

RIGHT IN HOLLYWOOD

NEW SCREEN FACES

tion producer, to the written question of young women everywhere, "What chance will I have in the movies?"

Considine's answer might be summed up like this:

"You will have a fair chance—if you are already in Hollywood. But you haven't a chance to come to Hollywood

and find an opportunity in pictures un-less you possess virtually unlimited cap-ital and a determination that defies de-

In his first United Artists Corporation feature, "Wild Justice," starring the new marvel dog of the screen, Peter The Great, and coming next.

....theatre, Considine to thetheatre, Considine put into practice his often-expressed belief that hundreds of young actors and actresses, now only slightly known, possess great dramatic talents.

For leading roles he selected George Sherwood, Frances Teague and Frank Hagney, all accomplished artists and yet whose names have not become widely known. Their performances coupled

known. Their performances, coupled with the almost human acting of Peter The Great, won "Wild Justice" the unanimous acclaim of United Artists Corporation executives, and won the picture it-self a featured place on that organiza-

"Thousands of young men and women are already in Hollywood attempting to eke out an existence in motion pictures," Considine said. "Their plight is pitiful enough; constant additions to the waiting list only lessen their chances of advance ment and do the newcomers very little

"As motion pictures feel the need for new faces, they will fill this need by selecting young men and women who have studied the technique of the business from the standpoint of extras, and who have a working knowledge of the mechanics. This is not easy to attain, and thousands each year fall by the wayside in the bitter struggle for success.

"Young men and women who have ability in other lines are far better to stay

"Young men and women who have ability in other lines are far better to stay there. They may firmly believe that motion picture producers are looking for them—but making the producers believe it is another matter."

On the basis of his first production, "Wild Justice," astute observers predict that Considine will rapidly forge to a leading place among motion picture mak-

leading place among motion picture makers. He is already preparing to follow the astonishing success of "Wild Justice" with another production with a dog star, and has signed Chester M. Frank-lin, who directed "Wild Justice," to have active charge of the new production.

the movies has a dog star demonstrated such astonishing athletic prowess, or such uncanny ability to understand and portray

human emotions.

"Wild Justice" is a stirring drama of the lonely North country, where justice is swift and not always sure. You will want to cheer when the great dog star, apparently able to understand the situa-tion being worked out by the human actors, takes a hand in the tense game of life and death, and works out the ends of justice in his own savage way.

While the burden of praise rightfully belongs to Peter The Great, the remark-ably well-balanced cast of human players

must not be forgotten. George Sherwood, Frances Teague and Frank Hagney have the principal roles, and each is ideally

It is worthy of note that "Wild Justice" was directed by Chester M. Franklin, who has been responsible for some of the other thrilling dog stories recently presented. We understand the produc-tion marks the debut of John W. Considine, Jr., as an independent film maker. He is a scion of the famous Considine family of vaudeville and stage theatricals, and his first film production wins an enviable place on the United Artists Corporation schedule.

The Slides, Music Cue Sheet and a Feature Story



Slide No. 1 . Price 15 cents



Slide No. 2 - Price 15 cents

MUSICAL SYNOPSIS
for
"WILD JUSTICE"
by
James C. Bradford
THEME:—"BY THE SASKETCHEWAN" Caryll

MUSICAL PROGRAMME No. Min (T)ITLE or (D)ESCRIPTION. 1 11 1½ D 14 214 T 2 1/2 17 1% D 2 1/2 20 21 22 23 24 % NOTE. Play last strain only and rather quietly.

If Your Life Means Anything ... 2/4 Moderato ... Bridal Chorus—Wagner NOTE. Play very quietly.

Polly Ann and Dave Sitting at Table. 4/4 Moderato ... By the Sasketchewan—Caryll (Theme)

Knock at Door ... 4/4 Andante ... Elegie—Lubomirsky

NOTE. Play 1st movement only very s'ow with muted brass, sustain chord in measures with plano cadenzas, do not play arpegglos.

You Can't—They Will Kill You ... 4/4 Vivace molto ... Dramatic Agitato—Ketelbey Blake and Companion Meet ... 12/8 Agitato ... Mystery Hurry—Berge 25 % 27 32 11/2 T

THE END
The timing is based on a speed of 12 minutes per reel of 1,000 feet.
All selections may be procured from the Cameo Music Co., 114 West 44th Street, New York City.

PETER THE GREAT SPURNS A "DOUBLE"

Famous Film Dog Star Insists
On Doing All Picture Scenes
Himself

Here is one star for whom there will never be a "double."

In no uncertain manner, Peter The Great has served notice that he will never permit another dog to take his place in dangerous situations.

During the filming of "Wild Justice," Peter The Great's new starring production, scenes were being taken which required the dog to hang suspended over a cliff more than 100 feet high. It was a part of a terrific struggle which is one of the features of the stirring picture.

Feeling that the life of the animal was in danger, and that Peter The Great was too valuable to run unnecessary risks, Director Chester M. Franklin secured another police dog to "double" for Peter in these scenes.

From the moment the strange dog was brought into the lonely mountain camp, where the company was working, Peter The Great began to show resentment. All that night he paced the floor of his quarters, growling.

When the company moved to the precipice the next morning Peter was left behind. The walls of his enclosure were more than eight feet high, and Director Franklin felt that he was safe for the day. But the cameras had barely been set up when Peter burst out of the timber and came charging to the scene.

Mane bristling, he plunged straight for his "double," and for a moment there was every indication of bloodshed. Both dogs, however, were quickly leashed and Peter was held by a property man while the scene went on.

When the other dog was led before the camera, Peter became furious. Straining at his leash, he tugged the property man back and forth across the camera line, yelping in indignation.

"There was never a greater display of temperament," said Director Franklin later

Finally, against his better judgment, but realizing that Peter The Great was bent on doing his own acting, Director Franklin sent the "double" back with his master, and Peter himself played in the dangerous scenes. As soon as the other dog disappeared Peter became quiet and docile, and went through his action perfectly.

"Wild Justice," a tale of the lonely North country in which the dog plays the starring role, brings new honors to Peter The Great. He is supported by an unusually well-balanced human cast, including George Sherwood, Frances Teague, Frank Hagney and others.

 Exhibitors Campaign Sheet

FOR

"WILD JUSTICE"

©CIL 21806

FEATURING

PETER THE GREAT

Presented by John W. Considine, Jr.; a Chester M. Franklin production from a story by C. Gardner Sullivan; photography by Ray Binger; art direction by Fred Gabourie; Hal C. Kern, film editor.

Released by United Artists Corporation

There is ample material in this campaign sheet for any advance and during-run campaign on this production. The folder contains proper billing and credits; cast and synopsis; first advance announcement stories; during run stories; special feature stories about Peter the Great, and about the picture.

There are one, two and three column scene cuts for publicity purposes; one, two and three column newspaper advertising cuts; reproductions of the lithograph paper and lobby display; slides and music cue sheet.

For the exhibitor's convenience these newspaper stories have been so prepared that they may be handled by theatre manager, publicity man or newspaper editor, with the greatest despatch and in the simplest manner. Both theatre man and editor can see at a glance just what point is brought out in each story, and just how much space it will occupy.

These stories have been written so that any one of them—with the exception of two or three general advance announcement items—can be used at any time, either prior to or during the run. It is necessary only to clip them, write in the theatre name and play date where indicated and get them into the hands of the motion picture editor or the city editor of your newspapers.

	"WILD JUSTICE"
	Featuring
	PETER THE GREAT
ddress	

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		Three Sheet, No. 1, 36 cents
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		Hand colored, 22x28, (two in set), 40 cents each
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		AL16-1—One column, 30 cents. Mats 5 cents
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		AL16-3—Three column, 75 cents. Mats 20 cents
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	D- 1	ALD16-3-Three column, 75 cents. Mats 20 cents

OCIL 21806

WILD JUSTICE

Photoplay in 6 reels

From the story by C. Gardner Sullivan

Author of the photoplay (under section 62) John W. Considine, Jr. of U.S.

Washington, D. C.

Register of Copyrights Washington, D. C.

Dear Sir:

I herewith respectfully request the return of the following named motion picture films deposited by me for registration of copyright in the name of John W. Considine, Jr.

Wild Justice - 6 reels

Respectfully,

FULTON BRYLAWSKI

The John W. Considine, Jr. hereby acknowledges the receipt of two copies each of the motion picture films deposited and registered in the Copyright Office as follows:

Title

Date of Deposit

Registration

Wild Justice

9-9-25

OCIL 21806

The return of the above copies was requested by the said Company, by its agent and attorney on the 9th day of Sept.1925 and the said Fulton Brylawski for himself, and as the duly authorized agent and attorney of the said Company, hereby acknowledges the delivery to him of said copies, and the receipt thereof.

SEP 17 1925

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